

2013 Communications Plan

Presented October 2013 by Timothy Grisham
Communications Consultant, Board staff









Goals

1. Increase quality and consistency in all Board publications



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2. Grow the Board's audience



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2. Grow the Board's audience
3. Increase media awareness of Board activities



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1. Increase quality and consistency in all Board publications
2. Grow the Board's audience
3. Increase media awareness of Board activities
4. Create an awareness of the Board as a source of trusted, accurate information on public health topics



GOAL 1

Increase quality and consistency in all board publications

New policy

Washington State Board of Health Policy & Procedure

Policy Number:	2013-001
Subject:	Publications Standards and Board Logo
Approved Date:	October 9, 2013

Policy Statement

The Board has established uniform quality standards for its publications and guidelines for the development and distribution of clear and effective Board publications that use the best method for the intended audience, determined the appropriate time for dissemination, and demonstrate wise use of Board resources.

The Board will have one logo to clearly communicate its vision, convey a unified image, reduce confusion regarding the source of documents, and ensure standardization and consistency.

Application

- ▶ Apply uniformly across all communications
- ▶ Check for consistency in aesthetics, tone, and format
- ▶ Ensure that all publications (online and print) adhere to publications policies

GOAL 2

Grow the Board's audience

Who uses social networking sites

% of internet users within each group who use social networking sites

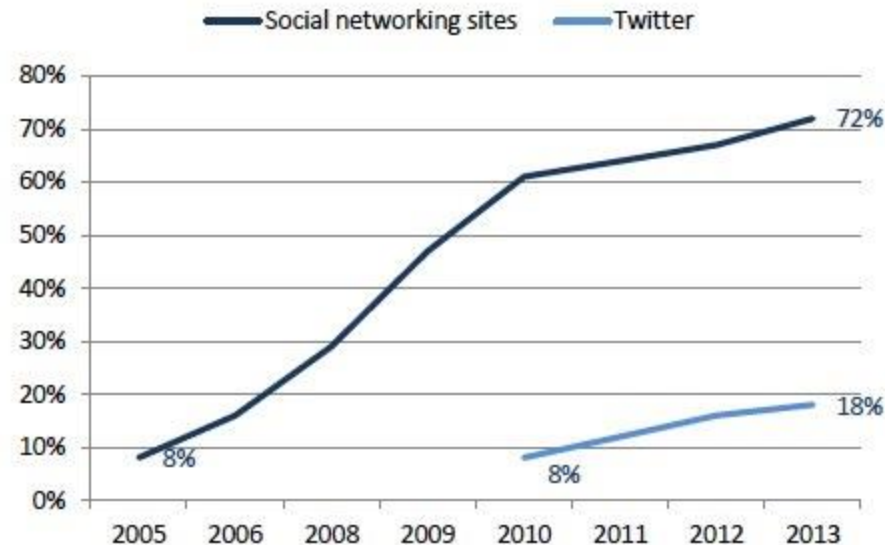
	All internet users (n=1,895)	72%
a	Men (n=874)	70
b	Women (n=1,021)	74
	Race/ethnicity	
a	White, Non-Hispanic (n=1,331)	70
b	Black, Non-Hispanic (n=207)	75
c	Hispanic (n=196)	80 ^a
	Age	
a	18-29 (n=395)	89 ^{bcd}
b	30-49 (n=542)	78 ^{cd}
c	50-64 (n=553)	60 ^d
d	65+ (n=356)	43
	Education level	
a	No high school diploma (n=99)	67
b	High school grad (n=473)	72
c	Some College (n=517)	73
d	College + (n=790)	72
	Annual household income	
a	Less than \$30,000/yr (n=417)	75
b	\$30,000-\$49,999 (n=320)	72
c	\$50,000-\$74,999 (n=279)	74
d	\$75,000+ (n=559)	71
	Urbanity	
a	Urban (n=649)	74
b	Suburban (n=893)	71
c	Rural (n=351)	69

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Adult use of social networking sites and Twitter—change over time

% of adult internet users who use social networking sites or Twitter, over time



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.



twitter

- ▶ Grown our followers from less than ten to 167 followers in a short number of months



twitter

- ▶ Grown our followers from less than ten to 167 followers in a short number of months
- ▶ Reached non-traditional audiences



twitter

**WA Board of Health** @WASBOH 1h
Help make the Health Equity brand now, vote on your fav mock-logo for the health disparities council #PublicHealth4WA
pic.twitter.com/ijLusfvZs9
[View photo](#)

**Hayden Mack** @haydenmack 1h
.[@WASBOH](#) A couple of those look like the Nigerian flag
Expand

**WA Board of Health** @WASBOH 32m
.[@haydenmack](#) U think so? I thought the Nigerian flag had vertical stripes not horizontal gradient stripes. Thanks 4 the feedback, it helps!
Expand


**Hayden Mack** @haydenmack 30m
[@WASBOH](#) You know your flags! The flag of Herzogtum Sachsen-Coburg-Gotha (1911-1920) on the other hand... bit.ly/1abEEqa
Expand

**WA Board of Health** @WASBOH 19m
[@haydenmack](#) LOL! We'll take the slightly out of date, obscure flag as a point of reference. You win this round Hayden Mack!
[Hide conversation](#) [Reply](#) [Delete](#) [Favorite](#) [More](#)

12:44 PM - 25 Jun 13 · Details




twitter

**WA Board of Health** @WASBOH 13 Aug

Would this new app n.pr/13yiC9W break WA food services rules? apps.leg.wa.gov/WAC/default.aspx?cite=246-215 Perhaps? You can check it out! #FoodSafety

[Hide summary](#) [Reply](#) [Delete](#) [Favorite](#) [More](#)

**NPR News**


A New App Will Let You Share Your Leftovers With Strangers : NPR

As part of a bid to reduce wasted food, two former college roommates have come up with Leftover Swap, an app in which you post photos of leftovers for other users to claim.


[View on web](#)

1

RETWEET




1:39 PM · 13 Aug 13 · Details [Flag media](#)

**LeftoverSwap** @leftoverswap 13 Aug

@WASBOH wait...do we? Shouldn't you know? We'd really like to know... We don't think we do... But do we? Only answer if it's good news.

[Expand](#)

**WA Board of Health** @WASBOH 42s

@leftoverswap Sorry to say, it would break WA food services rules according 2 WAC 246-215. Thanks 4 the question!

[Expand](#)



twitter

So Close You Can Smell It



 **WASHINGTON STATE**
BOARD OF HEALTH
Working for a safer and healthier Washington since 1889

WASHINGTON STATE
BOARD OF HEALTH
Working for a safer and healthier Washington since 1889



twitter

- ▶ Grown our followers from less than ten to 167 followers in a short number of months
- ▶ Reached non-traditional audiences
- ▶ Enabled us for online collaborative messaging and info sharing with partners



twitter

**WA Board of Health** @WASBOH 17 Jul
It's live!!!! #PublicHealth4WA sbob.wa.gov
pic.twitter.com/wkGlqQDhMk
[View photo](#)

**Public Health WA** @WSALPHO 17 Jul
@WASBOH Looks great! Nicely done SBOH team.
[Hide conversation](#) [Reply](#) [Retweet](#) [Favorited](#) [More](#)

1
FAVORITE



4:32 PM - 17 Jul 13 · [Details](#)

Reply to @WSALPHO

**WA Board of Health** @WASBOH 18 Jul
"@WSALPHO: @WASBOH Looks great! Nicely done SBOH team."
Thanks!
[Expand](#)



Sandi

I AM TRYING TO FIND THE IMMUNIZATION RECORDS FOR KATHLEEN
WHO WAS BORN IN WASHINGTON STATE ON JANUARY 25, 1956 TO
Rita



Washington State Board of Health

Sandi

Thank you for reaching out to the Washington State Board of Health via
Facebook.

Unfortunately the Washington State Board of Health does not keep shot
records. Washington State Board of Health is a rule-making body with a
wide statutory authority to make rules regulating our public health system.

The following is a link on how to request a public record:
<http://sboh.wa.gov/HowDoI/RequestPublicRecords.aspx>

I am providing this, because the procedure will be similar with any state
agency you contact in the State of Washington.

Two places I would check for information would be:
<https://fortress.wa.gov/doh/cpir/iweb/>

which is an immunization registry.

or ask for guidance from:
<http://www.doh.wa.gov/LicensesPermitsandCertificates/BirthDeathMarriageandDivorce.aspx>

which is the Department of Health's vital records section.

You may come up against HIPAA (privacy) issues. So I would get acquainted
with that: <http://www.hhs.gov/ocr/privacy/>

The very simplified version, is you have to have permission to view health
records of an individual.

For more information about the Board of Health, please visit our newly-
redesigned webpage: <http://sboh.wa.gov/>

New policy

Washington State Board of Health Policy & Procedure

Policy Number:	2013-002
Subject:	Social Media
Approved Date:	October 9, 2013

Policy Statement

The Board will establish a process for social media sites used for official business to provide Board information to the public, and allowing the public to interact with the Board and staff. The Board defines social media as various activities that integrate technology and content creation. It is a collaboration of individuals creating, organizing, editing, commenting, combining, and sharing web content.

Procedure

- 1) Any form of social media representing the Board must have prior approval by the Executive Director. Staff will maintain an acceptable use of technology for appropriate use of social media sites. Content will not contain vulgar, offensive, threatening, or harassing language. Documentation from each social media site

GOAL 3

Increase media awareness of Board activities

Increase media awareness

- ▶ Re-establish direct relationships with media
- ▶ Utilize twitter as well as traditional channels to work with media
- ▶ Propose change to Policy 2005-002 to be more pro-active

New policy

- 3) Often times media requests for information are made in response to a press release, or hot topic issue. To anticipate any potential media contact the Communications Consultant, with the Executive Director, and appropriate subject matter expert will meet no less than two weeks prior to a public hearing, or a public meeting with a potentially hot topic agenda item, to discuss potential issues. In situations when the Communications Consultant is unavailable the Executive Director may delegate the task to another staff member. For every hearing, or hot topic item, a set of media talking points should be discussed and finalized before the draft agenda is posted to the public to prepare for potential media contact.

GOAL 4

Create an awareness of the Board as a source of trusted, accurate information on public health topics

Goal 4

- ▶ Create accurate information
- ▶ Make the information searchable, accessible, and usable
- ▶ Make sure information is timely, topical, and not outdated or obsolete
- ▶ Make sure publications and communications are written with an eye toward plain talk, making it easy for most audiences to understand

Action Steps

The following action steps are needed to successfully launch the communications plan:

- ▶ Approve the suggested Publications Standards and Board Logo Policy (draft)
- ▶ Approve the suggested change to Policy 2005–002 Media Guidelines: Guidance for News Media Relations and Reporter Contacts
- ▶ Approve the suggested Social Media Policy (draft)

Next Steps (Board staff)

Next steps for Board staff:

- ▶ Explore podcasting
- ▶ More broadly apply branding
- ▶ Create/implement a correspondence tracking system
- ▶ Source appropriate software to create infographics
- ▶ Employ infographics as part of targeted outreach or informational campaigns
- ▶ Identify events and usage of appropriate photography for web posting to enhance interaction and outreach

Next Steps (Board staff)

- ▶ Identify video needs and summarize future equipment/software needs
- ▶ Continue to identify best practices and maintain a relationships
- ▶ Capture analytics
- ▶ Regularly update CMS modules
- ▶ Attend state media relations training
- ▶ Continue to build new and maintain existing media contacts
- ▶ Prepare talking points in advance of all public hearings
- ▶ Identify staff who need to update plain talk training

Thank you.

